

ABSTRACT OF THE DISCLOSURE

**APPARATUS AND METHOD FOR EFFECTUATING REAL-TIME PRICE
CALCULATIONS BASED ON USER PREFERENCES**

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10 An apparatus and method of providing real-costs of
items to an e-commerce shopper are provided. When a shopper
puts a pointing device on or near an item, the real cost of
the item is calculated by adding the price of the item, cost
of shipping if any, sales tax if any and subtracting any
discount the shopper may have. If the shopper puts the
pointing device on a shopping cart within which a plurality
15 of items are located, the real costs of the items are
calculated by adding the price of all the items in the cart,
cost of shipping if any, sales tax if any and subtracting
any discount the shopper may have.

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